



WPXI
4145 Evergreen Road
Pittsburgh, PA 15214

BrabenderCox
1218 Grandview Avenue
1st Floor
Pittsburgh, PE 15211

Contract # 331360

Schedule Dates 10/16/12-10/21/12
Advertiser Pol/T Murphy/R/Con/PA (16299)
Agency BrabenderCox (3844)
Product Political - Federal Candidate (1067)
Brand POL/T MURPHY/R/CON/PA (29258)
Salesperson Telerep/Washington DC, Washington DC (1040)
Sales Office Telerep/Washington DC
Buyer Name BRABENDER,LTZ
Phone/Fax /
CPE N/A
Account Types National/Political
Billing Type Standard
Comments MURPHY 10/16
***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Date Entered 09/13/12
Last Modified 10/15/12
Entered By Jennifer Stewart
CO-OP Yes
Headline # 06291883
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$4,751.25
Net Total \$26,923.75
Sales Tax

Pittsburgh (WPXI)
By Broadcast Month
Oct. 2012
Grand Total: 34 \$31,675.00



Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	10/16/12-10/19/12	3	:30	4A- Early Today	1		X	X	X	X			1	\$100.00	\$100.00	Pittsburgh (WPXI)	EARLY TODAY 4-430A/1	9/13/12
2.0	Normal Line / Spot	10/16/12-10/19/12	4	:30	4:28A- Channel 11 News 430A	2		X	X	X	X			2	\$175.00	\$350.00	Pittsburgh (WPXI)	NEWS 430A-5A/2	9/13/12
3.0	Normal Line / Spot	10/16/12-10/19/12	3	:30	4:58A- Channel 11 News 5am	2		X	X	X	X			2	\$550.00	\$1,100.00	Pittsburgh (WPXI)	NEWS 5-530A/3	9/13/12
4.0	Normal Line / Spot	10/16/12-10/19/12	3	:30	5:29A- Channel 11 News 530am	2		X	X	X	X			2	\$750.00	\$1,500.00	Pittsburgh (WPXI)	NEWS 530A-6A/4	9/13/12
5.0	Normal Line / Spot	10/16/12-10/19/12	3	:30	5:59A- Channel 11 News 6am	2		X	X	X	X			2	\$1,100.00	\$2,200.00	Pittsburgh (WPXI)	NEWS 6-7A/5	9/13/12
6.0	Normal Line / Spot	10/16/12-10/19/12	3	:30	7A- 8A (EST)	2		X	X	X	X			2	\$850.00	\$1,700.00	Pittsburgh (WPXI)	TODAY 7-8A/6	9/13/12
7.0	Normal Line / Spot	10/16/12-10/19/12	3	:30	8A- 9A (EST)	2		X	X	X	X			2	\$800.00	\$1,600.00	Pittsburgh (WPXI)	TODAY 8-9A/7	9/13/12
8.0	Normal Line / Spot	10/16/12-10/19/12	3	:30	9A- Today Show 9a	2		X	X	X	X			2	\$550.00	\$1,100.00	Pittsburgh (WPXI)	TODAY 9-10A/8	9/13/12
9.0	Normal Line / Spot	10/20/12-10/20/12	3	:30	6A- 8A (EST)	1						1		1	\$450.00	\$450.00	Pittsburgh (WPXI)	SAT NEWS 6-8A/9	9/13/12
10.0	Normal Line / Spot	10/20/12-10/20/12	3	:30	8A- 10:30A (EST)	1						1		1	\$500.00	\$500.00	Pittsburgh (WPXI)	SAT NEWS 8-1030A/10	9/13/12
11.0	Normal Line / Spot	10/21/12-10/21/12	3	:30	5:30A- 8A (EST)	1							1	1	\$450.00	\$450.00	Pittsburgh (WPXI)	SUN NEWS 530A-8A/11	9/13/12
12.0	Normal Line / Spot	10/21/12-10/21/12	3	:30	8A- 10A (EST)	1							1	1	\$500.00	\$500.00	Pittsburgh (WPXI)	SUN NEWS 8A-10A/12	9/13/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

WPXI-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.



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13.0	Normal Line / Spot	10/16/12-10/19/12	3	:30	11:59A- Channel 11 News At Noon	2		X	X	X	X			2	\$500.00	\$1,000.00	Pittsburgh (WPXI)	NOON NEWS/13	9/13/12
14.0	Normal Line / Spot	10/16/12-10/19/12	3	:30	5P- 5:30P (EST)	2		X	X	X	X			2	\$1,100.00	\$2,200.00	Pittsburgh (WPXI)	NEWS 5-530P/14	9/13/12
15.0	Normal Line / Spot	10/16/12-10/19/12	3	:30	5:30P- 6P (EST)	2		X	X	X	X			2	\$1,100.00	\$2,200.00	Pittsburgh (WPXI)	NEWS 530-6P/15	9/13/12
16.0	Normal Line / Spot	10/16/12-10/19/12	3	:30	5:58P- Channel 11 News At 6pm M-F	2		X	X	X	X			2	\$1,300.00	\$2,600.00	Pittsburgh (WPXI)	NEWS 6-630P/16	9/13/12
17.0	Normal Line / Spot	10/16/12-10/19/12	3	:30	10:59P- CHANNEL 11 NEWS AT 11P	2		X	X	X	X			2	\$2,700.00	\$5,400.00	Pittsburgh (WPXI)	LATE NEWS/17	9/13/12
18.0	Normal Line / Spot	10/20/12-10/20/12	3	:30	10:59P- CHANNEL 11 NEWS AT 11P	1						1		1	\$2,900.00	\$2,900.00	Pittsburgh (WPXI)	LATE NEWS/18	9/13/12
19.0	Normal Line / Spot	10/21/12-10/21/12	3	:30	11:30P- Channel 11 News Following Football 1130P	1							1	1	\$3,000.00	\$3,000.00	Pittsburgh (WPXI)	BLK AND GLD ZONE 1135-1235A/19	9/13/12
20.0	Normal Line / Spot	10/16/12-10/19/12	3	:30	4:28A- Channel 11 News 430A	1		X	X	X	X			1	\$125.00	\$125.00	Pittsburgh (WPXI)	NEWS 430-5A/20	10/15/12
21.0	Normal Line / Spot	10/16/12-10/19/12	3	:30	4:58A- Channel 11 News 5am	1		X	X	X	X			1	\$300.00	\$300.00	Pittsburgh (WPXI)	NEWS 5-530A/21	10/15/12
22.0	Normal Line / Spot	10/16/12-10/19/12	3	:30	5:29A- Channel 11 News 530am	1		X	X	X	X			1	\$400.00	\$400.00	Pittsburgh (WPXI)	NEWS 530-6A/22	10/15/12

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